

RENTAL ADVERTISING RATES

The News & Observer
Effective December 27, 2010

Dollar Volume Contracts – ROP & Zones^{1, 2} Rates based on 6-Columns

Rate Level	Annual Minimum Expenditure	The N&O Full Run ROP 6-Column Inch Rate			N&O Full Run ROP 6-Column Line Rate ³	Zone ROP ^{4, 5, 6}		ONLINE RATES	
		Mon-Thurs & Weekend Section	Friday & Saturday	Sunday		6-Column Inch Rate North, Southeast, West FRIDAY	Base Rate	Per Day Rate	
1	Open	\$90.14	\$93.02	\$112.25	\$8.02	\$28.26	\$12.00	\$2.00	
2	\$1,000	\$70.58	\$74.83	\$88.78	\$6.34	\$19.52	\$9.20	\$1.85	
3	\$2,000	\$64.67	\$68.55	\$81.33	\$5.81	\$18.83	\$8.60	\$1.75	
4	\$4,000	\$61.13	\$64.91	\$76.88	\$5.49	\$18.37	\$8.20	\$1.50	
5	\$7,000	\$58.03	\$61.63	\$72.99	\$5.21	\$17.92	\$8.00	\$1.45	
6	\$10,000	\$56.23	\$59.71	\$70.70	\$5.05	\$17.45	\$7.80	\$1.35	
7	\$15,000	\$54.39	\$57.77	\$68.23	\$4.87	\$17.01	\$7.60	\$1.30	
8	\$20,000	\$52.22	\$55.46	\$65.52	\$4.68	\$16.69	\$7.40	\$1.25	
9	\$30,000	\$49.90	\$52.98	\$61.93	\$4.42	\$16.34	\$7.20	\$1.20	
10	\$40,000	\$48.08	\$50.81	\$60.01	\$4.29	\$16.26	\$7.00	\$1.15	
11	\$50,000	\$46.28	\$48.62	\$58.10	\$4.15	\$16.19	\$6.80	\$1.10	
12	\$75,000	\$45.11	\$47.65	\$57.20	\$4.09	\$16.10	\$6.60	\$1.05	
13	\$100,000	\$44.45	\$46.93	\$56.36	\$4.03	\$16.03	\$6.50	\$1.00	
14	\$150,000	\$43.57	\$45.99	\$55.51	\$3.97	\$15.95	\$6.50	\$1.00	
15	\$225,000	\$43.12	\$45.52	\$54.96	\$3.93	\$15.88	\$6.50	\$1.00	
16	\$300,000	\$42.48	\$44.41	\$54.39	\$3.89	\$15.88	\$6.50	\$1.00	
17	\$400,000	\$43.97	\$43.97	\$53.48	\$3.82	\$15.88	\$6.50	\$1.00	
18	\$500,000	\$41.23	\$43.53	\$53.09	\$3.79	\$15.88	\$6.50	\$1.00	
19	\$600,000	\$40.76	\$43.20	\$52.67	\$3.76	\$15.88	\$6.50	\$1.00	
20	\$700,000	\$40.27	\$42.86	\$52.26	\$3.73	\$15.88	\$6.50	\$1.00	
21	\$800,000	\$39.94	\$42.33	\$52.01	\$3.72	\$15.88	\$6.50	\$1.00	
22	\$900,000	\$39.54	\$41.91	\$51.49	\$3.68	\$15.88	\$6.50	\$1.00	
23	\$1,000,000	\$39.15	\$41.49	\$50.98	\$3.64	\$15.88	\$6.50	\$1.00	

Dollar Volume Contracts – Community Newspapers^{1, 2} Rates based on 6-Columns

Rate Level	Annual Minimum Expenditure	Midtown Raleigh News WED & SUN		North Raleigh News WED & SUN		The Cary News WED & SUN		Southwest Wake News WED & SUN		The Chapel Hill News WED & SUN		The Durham News WED & SAT		Eastern Wake News WED & SUN		Garner-Clayton Record WED & SUN		The Herald WED & SUN	
		Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate
1	Open	\$29.40	\$2.10	\$29.40	\$2.10	\$27.89	\$1.99	\$23.13	\$1.65	\$17.30	\$1.24	\$17.34	\$1.24	\$16.01	\$1.14	\$18.25	\$1.30	\$18.25	\$1.30
2	\$1,000	\$21.61	\$1.54	\$21.61	\$1.54	\$21.11	\$1.51	\$17.51	\$1.25	\$8.89	\$0.64	\$14.03	\$1.00	\$9.40	\$0.67	\$13.49	\$0.96	\$13.49	\$0.96
3	\$2,000	\$20.54	\$1.47	\$20.54	\$1.47	\$19.72	\$1.41	\$16.36	\$1.17	\$8.50	\$0.61	\$13.44	\$0.96	\$9.25	\$0.66	\$13.34	\$0.95	\$13.34	\$0.95
4	\$4,000	\$19.82	\$1.42	\$19.82	\$1.42	\$18.67	\$1.33	\$15.49	\$1.11	\$8.12	\$0.58	\$12.86	\$0.92	\$8.95	\$0.64	\$12.91	\$0.92	\$12.91	\$0.92
5	\$7,000	\$19.22	\$1.37	\$19.22	\$1.37	\$18.20	\$1.30	\$15.09	\$1.08	\$7.73	\$0.55	\$12.27	\$0.88	\$8.72	\$0.62	\$12.58	\$0.90	\$12.58	\$0.90
6	\$10,000	\$18.74	\$1.34	\$18.74	\$1.34	\$18.04	\$1.29	\$14.96	\$1.07	\$7.39	\$0.53	\$11.69	\$0.84	\$8.45	\$0.60	\$12.19	\$0.87	\$12.19	\$0.87
7	\$15,000	\$18.27	\$1.31	\$18.27	\$1.31	\$17.88	\$1.28	\$14.83	\$1.06	\$7.17	\$0.51	\$11.11	\$0.79	\$8.24	\$0.59	\$11.88	\$0.85	\$11.88	\$0.85
8	\$20,000	\$17.91	\$1.28	\$17.91	\$1.28	\$17.61	\$1.26	\$14.61	\$1.04	\$6.91	\$0.49	\$10.52	\$0.75	\$8.11	\$0.58	\$11.69	\$0.84	\$11.69	\$0.84
9	\$30,000	\$17.55	\$1.25	\$17.55	\$1.25	\$17.25	\$1.23	\$14.31	\$1.02	\$6.61	\$0.47	\$9.93	\$0.71	\$8.04	\$0.57	\$11.60	\$0.83	\$11.60	\$0.83
10	\$40,000	\$17.48	\$1.25	\$17.48	\$1.25	\$16.34	\$1.17	\$13.55	\$0.97	\$6.40	\$0.46	\$9.85	\$0.70	\$8.00	\$0.57	\$11.54	\$0.82	\$11.54	\$0.82
11	\$50,000	\$17.39	\$1.24	\$17.39	\$1.24	\$16.06	\$1.15	\$13.32	\$0.95	\$6.23	\$0.45	\$9.76	\$0.70	\$7.82	\$0.56	\$11.27	\$0.81	\$11.27	\$0.81
12	\$75,000	\$17.31	\$1.24	\$17.31	\$1.24	\$15.78	\$1.13	\$13.09	\$0.94	\$6.06	\$0.43	\$9.67	\$0.69	\$7.64	\$0.55	\$11.01	\$0.79	\$11.01	\$0.79
13	\$100,000	\$17.22	\$1.23	\$17.22	\$1.23	\$15.47	\$1.11	\$12.83	\$0.92	\$5.89	\$0.42	\$9.59	\$0.69	\$7.39	\$0.53	\$10.65	\$0.76	\$10.65	\$0.76
14	\$150,000	\$17.15	\$1.23	\$17.15	\$1.23	\$15.17	\$1.08	\$12.58	\$0.90	\$5.72	\$0.41	\$9.50	\$0.68	\$7.13	\$0.51	\$10.28	\$0.73	\$10.28	\$0.73
15+	\$225,000+	\$17.06	\$1.22	\$17.06	\$1.22	\$14.87	\$1.06	\$12.33	\$0.88	\$5.55	\$0.40	\$9.38	\$0.67	\$6.67	\$0.48	\$9.62	\$0.69	\$9.62	\$0.69

1 All ROP rates reflected are net.

2 Dollar volume contracts may not be fulfilled with a single insertion.

3 Multiple day volume discounts are available for line ads ordered to run consecutive days in any given week as follows: 2 days 10%; 3 days 15%; 4 days 20%; 5 days 25%; 6 days 30%; 7 days 40%. Discounts applied to calendar week of Monday-Sunday. Ads running skip days are discounted according to the number of ads in any given week. Ads that cross over calendar weeks

will be discounted according to the days in each week.

4 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.

5 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.

6 Two zones, same section, maximum per day (one color charge per section for zoned color ads).

Color Pricing

An additional charge for including color on any ad insertion in The News & Observer will be administered as a percentage of the per insertion charge associated with the cost of the ad: For ad insertions in our community newspapers, an additional base charge of \$50 plus a percentage of the per insertion charge associated with the cost of the ad will be administered:
N&O, Friday Zone.....15% Community Newspapers.....\$50 base plus 15%

Rental Living

Shared Page featuring rental Properties

	The News & Observer Sunday	The Chapel Hill News Sunday	The Durham News Saturday	Real Estate North Friday	Real Estate West Friday	Real Estate Southeast Friday
Single	\$99	\$39	\$39	\$39	\$39	\$39
Double	\$179	\$69	\$69	\$69	\$69	\$69

Advertising published at these rates is subject to all terms and conditions of The News & Observer's current rate cards to the extent not inconsistent herewith.